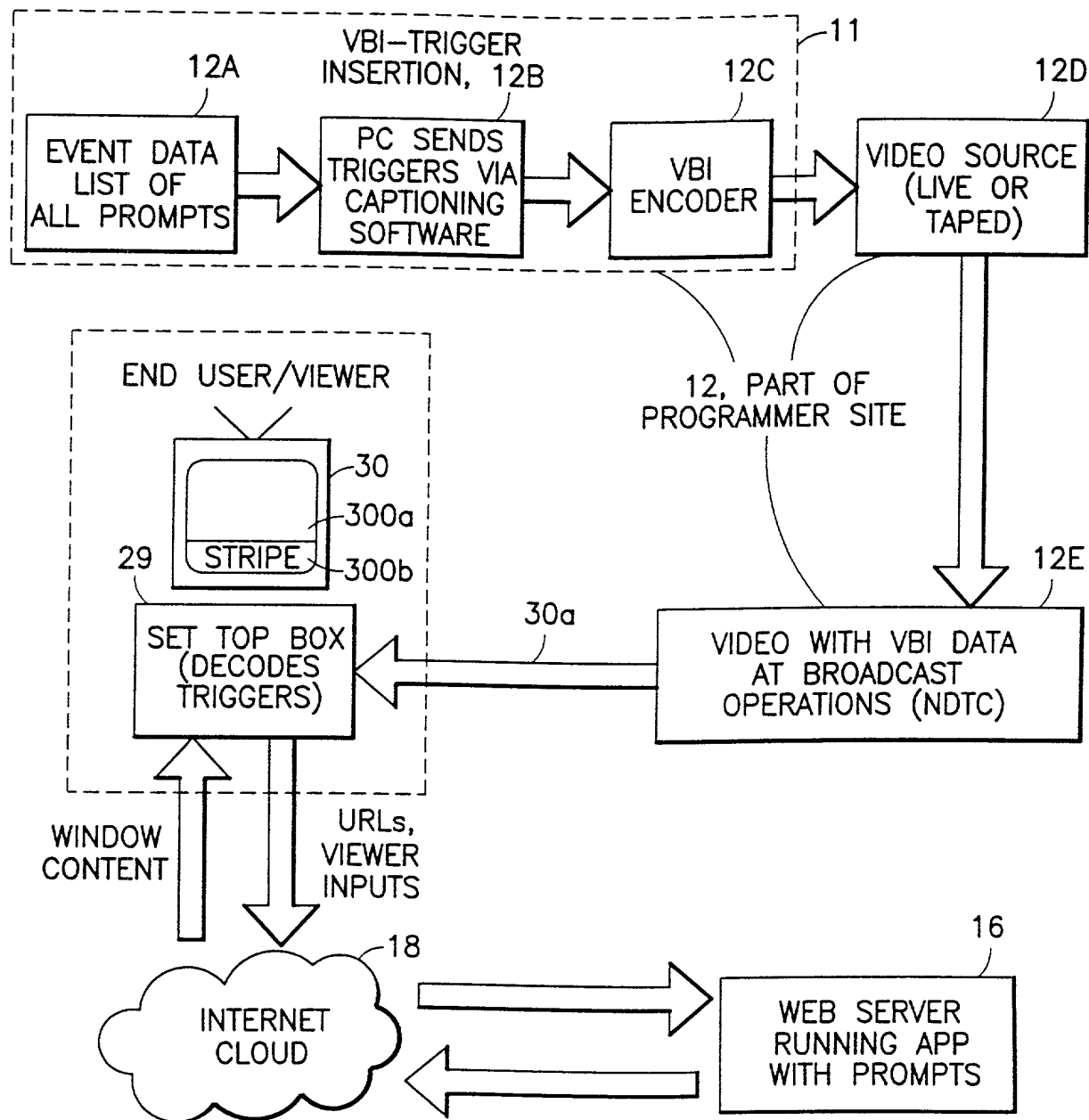


FIG. 1

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BACK-END/INFRASTRUCTURE

FIG. 2

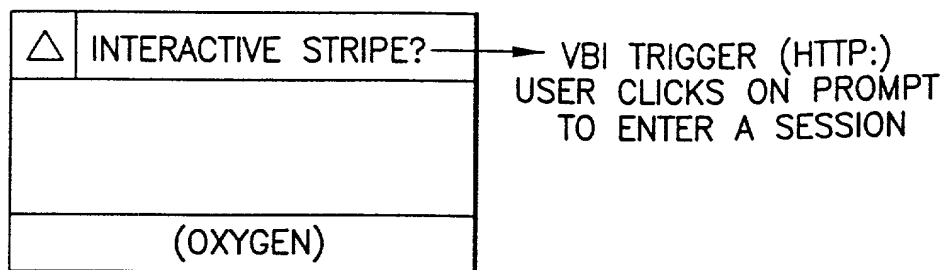


FIG.3A

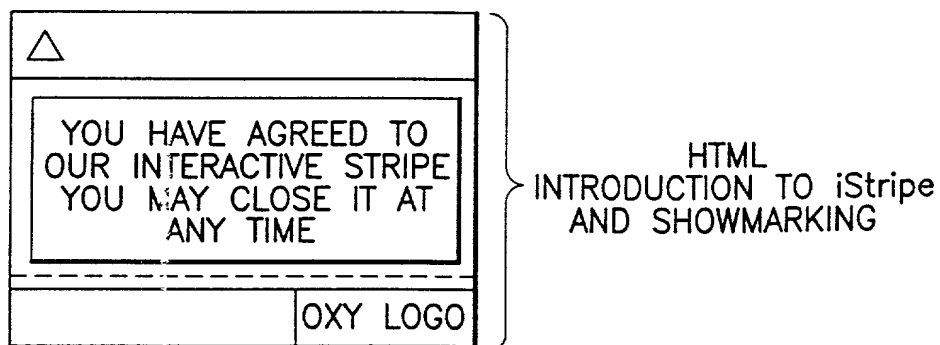


FIG.3B

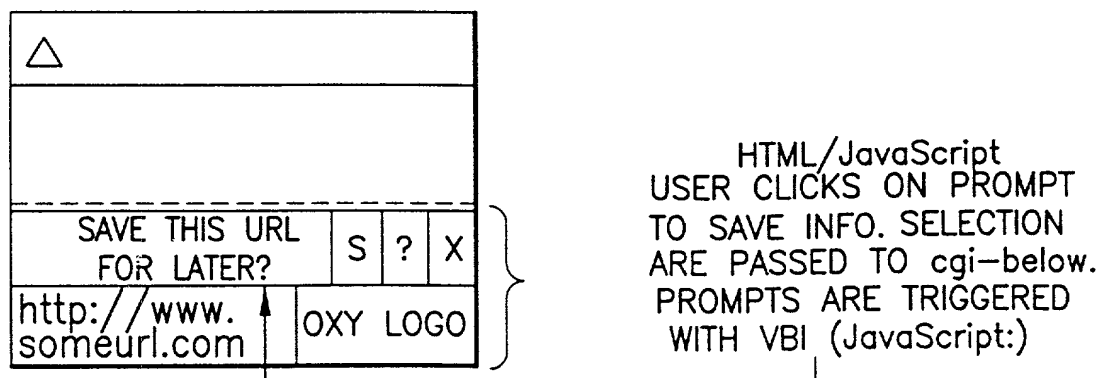


FIG.3C

205040" 91416660

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△		
POLL: HOW DO YOU FEEL ABOUT...?		
TAKE THE POLL	S	? X
75% OF WOMEN FEEL THAT...	OXY LOGO	

HTML/CGI
(USER TRIGGERS
WITH CLICK ON
PROMPT OR
NAV. BUTTONS
BELOW)

FIG.3D

HTML/CGI
(USER TRIGGERS
WITH CLICK ON
PROMPT OR
NAV. BUTTONS
BELOW)

△		
HELP: HOW DO I USE THE STRIPE?		
	S	? X
	OXY LOGO	

FIG.3E

△	
SHOW NAME	
SAVED INFO	BACK
http://www. someurl.com	CHAT NOW
	EMAIL ME

CGI-GENERATED

FIG.3F

FIG.3A	FIG.3D
FIG.3B	FIG.3E
FIG.3C	FIG.3F

FIG.3

FIG.4A

LOOP 1

DISPLAYED TO VIEWER	VBI TRIGGERS	TIMECODE SEGMENT 1 ON TAPE	TIME UP ON SCREEN (MAY CHANGE)
ACTIVATE THE STRIPE	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:00:35:00	
17% HAVE A WORKING DAD AND AN AT HOME MOM	SAVE WEB SITES ABOUT EMPLOYMENT STATISTICS? (VBI:prompt_me(1))	00:01:25:00	10
ACTIVATE THE STRIPE	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:01:35:00	
Census.gov HAS THE LATEST STATS	DO YOU WANT TO KNOW MORE ABOUT WOMEN AND WORK? (VBI:prompt_me(2))	00:02:11:00	10
ACTIVATE THE STRIPE	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:02:35:00	
IN ANOTHER SURVEY AT CATALYST women.org	VOTE IN THE SheCommerce POLL? (VBI:prompt_me(3))	00:03:25:15	10

ACTIVATE THE STRIPE	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:03:35:00	
ACTIVATE THE STRIPE	(VBI: http://itv.oxygen.com/stripe/aol_ws)	00:04:35:00	
Idealist.org TO BROWSE NONPROFIT JOBS	SAVE WEB SITES ABOUT JOB SEARCHES? (VBI:prompt_me(4))	00:05:07:20	10
	EMAIL YOUR SHOWMARKS (VBI:end_session())	00:05:20:00	12

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12A,
EVENT DATA LIST

TIMELINE OF VBI TRIGGERS

FIG.4B

FIG.4A

FIG.4B

FIG.4